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# Communications Program FY 15 Budget

April 2014

# Overview

- Program
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# Communications Program

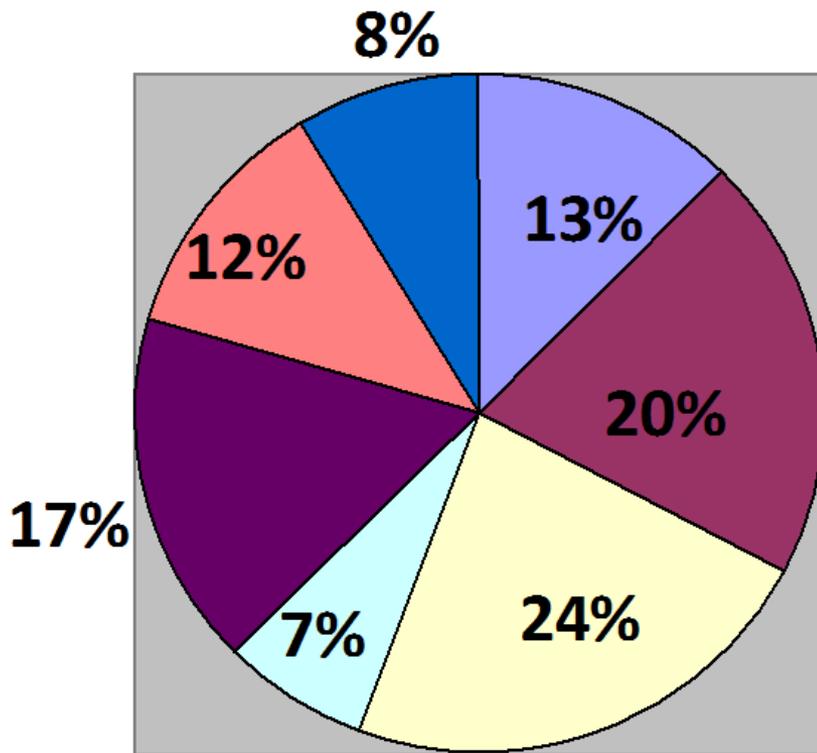
- Stakeholder Relations
- Media Relations
- Photo and Video
- Social Media
- Special Projects
- Responsive Communications



## KEY CHANGES IN FY15

- Remove \$30,000 Consumer Research funding from communications program and move to consumer PR budget.
- Add \$200,000 in contract labor to support in-state and special project public relations projects.
- Increase industry relations advertising by \$10,000 to a total of \$40,000
- Increase In-State PR events by \$20,000 to a total of \$90,000

# Total Communications Budget \$1,200,000



# Program Operations

FY 14 Budget (July 1, 2013 – June 30, 2014)			FY 14 Budget (July 1, 2013 – June 30, 2014)		
Program Operations	FY14 Budget	% Budget	Program Operations	FY15 Budget	% Budget
Personnel	\$66,000		Personnel	\$66,000	
Travel	\$60,000		Travel	\$60,000	
Services, Supplies and Equipment	<u>\$30,000</u>		Services, Supplies and Equipment	\$30,000	
<b>Subtotal</b>	<b>\$156,000</b>	<b>16%</b>	<b>Subtotal</b>	<b>\$156,000</b>	<b>13%</b>



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# Industry Relations

<b>Industry Relations</b>			<b>Industry Relations</b>		
Subscriptions and Underwriting	\$22,000		Subscriptions and Underwriting	\$22,000	
Handout Materials and Printing	\$80,000		Handout Materials and Printing	\$80,000	
Symphony of Seafood	\$15,000		Symphony of Seafood	\$15,000	
Advertising	\$30,000		Advertising	\$40,000	
Conferences, Trade Shows and Event Sponsorships	\$80,000		Conferences, Trade Shows and Events	\$80,000	
<b>Subtotal</b>	<b>\$227,000</b>	<b>19%</b>	<b>Subtotal</b>	<b>\$237,000</b>	<b>20%</b>



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# In – State Communications and PR

<b>In State Communications/ PR</b>			<b>In State Communications/ PR</b>		
Handout Materials and Printing	\$50,000		Handout Materials and Printing	\$50,000	
Advertising	\$60,000		Advertising	\$60,000	
Conference, trade shows, and Event Sponsorships	\$70,000		Conferences, Trade Shows and Events	\$90,000	
Fishermen Profiles	\$22,000		Fishermen Profiles	\$22,000	
<u>Alaska Marketing Coordination Activities</u>	<u>\$65,000</u>		<u>Alaska Marketing Coordination Activities</u>	<u>\$65,000</u>	
<b>Subtotal</b>	<b>\$267,000</b>	<b>22%</b>	<b>Subtotal</b>	<b>\$287,000</b>	<b>24%</b>



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# Photos, Social Media, Contract Labor, Reserve

Alaska Stock Photo Acquisition	\$80,000	7%	Alaska Stock Photo Acquisition	\$80,000	7%
Consumer Research	\$30,000	3%	Consumer Research	\$0	
Social Media	\$140,000	14%	Social Media	\$140,000	12%
			Contract Labor Support	\$200,000	
Reserve	\$100,000	10%	Reserve	\$100,000	8%
FY14 TOTAL	\$1,000,000		FY15 TOTAL	\$1,200,000	



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# Questions?



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